

MANAGEMENT REPORT

Date: June 20, 2023
To: Finance and Labour Relations Sub-committee
From: Karmen Krueger, CPA, CA, Director of Corporate Services
Report #: FIN23-019
Attachments: 1. Destination Stratford Presentation June 20 2023;
2. Lights On Stratford FS Audited March 31 2023;
3. Stratford Tourism FS Audited December 31 2022

Title: Destination Stratford 2023 Update 2

Objective: To receive an update on Destination Stratford's 2023 activities, as well as 2022 financial results for Destination Stratford and Lights On.

Background: Destination Stratford gives regular updates to Council through the Finance and Labour Relations Sub-committee.

Analysis: Zac Gribble from Destination Stratford has been invited to attend to present the attached report.

Financial Implications:

Financial impact to current year operating budget:

Destination Stratford receives financial contributions for general operations from the City as outlined in the attachment. In 2023, the City contribution is \$595,000 of their total budget of \$860,000.

Beyond this, there are some in-kind impacts that are provided including use of the premises at 47 Downie, and specific program supports including the AI Fresco program. The costs relating to the building are budgeted in the Facilities division and are approximately \$20,630 annually. Other in-kind supports are absorbed in the City's Community Services department.

Alignment with Strategic Priorities:

Strengthening our Plans, Strategies and Partnerships

Partnering with the community to make plans for our collective priorities in arts, culture, heritage and more. Communicating clearly with the public around our plans and activities.

Widening our Economic Opportunities

Strengthening Stratford's economy by developing, attracting, and retaining a diversity of businesses and talent.

Alignment with One Planet Principles:

Equity and Local Economy

Creating safe, equitable places to live and work which support local prosperity and international fair trade.

Staff Recommendation: THAT the Destination Stratford 2023 Update 2, dated June 20, 2023, be received for information.

Prepared by:	Karmen Krueger, CPA, CA, Director of Corporate Services
Recommended by:	Karmen Krueger, CPA, CA, Director of Corporate Services Joan Thomson, Chief Administrative Officer